GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:5006
ANSWERED ON:29.04.2008
FOREIGN EXCHANGE FROM FILMS
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Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether the capacity of the film industry to earn foreign exchange has been increasing during recent years in the country ;

(b) if so, the details thereof;

(c) whether the Government has evolved any scheme for development and expansion of the film industry ;

(d) if so, the details thereof : and

(e) the time by when the said scheme is likely to be implemented ?

Answer

THE MINISTER OF INFORMATION & BROADCASTING (SHRI P.R. DASMUNSI)

(a) & (b) Yes Sir. As per the FICCI PricewaterhouseCoopers Report of 2007, the growth of overseas market of Indian films was positive. From Rs 5000 million in 2004 and Rs 5650 million in 2005, the overseas market was projected to grow to Rs 7000 million in 2006 and Rs 8500 million in 2007. The trend of increase in box office receipts would indicate higher export of films from India and potentially an increase in foreign exchange earnings.

(c), (d) & (e) The Ministry of I&B has existing Plan Schemes which are aimed at promotion of Indian cinemas in India and abroad. The scheme called 'Export Promotion through film festivals in India and Abroad' is implemented through the Directorate of Film Festivals. The scheme covers the organizations of the International Film Festival of India, Participation in various film festivals in India and abroad and conduction of film festivals. Films are sent to various Indian embassies for conduct of festivals also. Films are a medium of cultural export. The conduct of film festivals abroad not only promotes our culture but also facilitates in export of Indian films. In the XIth Plan, this scheme additionally provides for grants-in-aid to Federation of Film Societies of India and support to NGO's/ State Government organizations in holding film festivals. In the Xth Plan a sum of Rs 989.42 lakhs was utilized under this scheme. The provision of the XIth Plan is Rs 2069 lakhs.

The existing Main Secretariat Scheme of the Ministry of I&B called 'Participation in Film Markets' envisages providing support, facilitation and promotion of the export potential of the Indian film industry. The scheme intends to cover not only specific institutionalized international markets such as Cannes Film Market/ Berlin Film Festival/ American Film Market/ MIPCOM, Cannes among other (participation to be decided yearly) but also the Film Bazaar which is held along side the International Film Festival of India each year. In the Xth Plan a sum of Rs 442.85 lakhs was utilized for the purpose. The provision for the XIth Plan is for Rs 1100 lakhs.